



## MINUTES DISCOVER FLAGSTAFF TOURISM COMMISSION

February 23, 2021 – 1:00 p.m.-3:00 p.m.

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### A. CALL TO ORDER

Chair Madeksza called the meeting to order at 1:00 p.m.

### B. ROLL CALL:

Terry Madeksza, Chair, [present](#)  
Jennifer Grogan, Vice-Chair, [present](#)  
Steve Finch, [present](#)  
Lynda Fleischer, [present](#)

Ellen Jimenez, [present](#)  
Joe O'Donnell, [present](#)  
Jennifer Rolley, [present](#), [excused at 2:23 pm](#)

*As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.*

### C. LOCAL CHECK-IN

A. Chair & Commissioners

Vice Chair Grogan – No word from City Council. mention they had a successful meeting with Parks & Rec. No information yet but keeping everyone updated. Discover Flagstaff also has some great ideas.

B. Council Liaison – Councilmember Regina Salas

Councilmember was not able to attend due to a conflicting schedule.

### D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

None

### E. APPROVAL OF MINUTES

A. January 26, 2021 Tourism Commission Meeting.

Fleisher motion to approve the January 26, 2021 meeting; seconded by Commissioner Finch. The minute were approved by a unanimous vote.

### F. DISCUSSION

A. Flagstaff Snow Park Update – Jonathan Allen

Mr. Allen gave a short update on the Flagstaff Snow Park.

Questions/Comments:

- Director Ward – what company do you use for tickets. Resmark is the company.
- Commissioner O'Donnell – how do most people find you? Is it the Flagstaff site? It's a multi-feed, haven't done advertising. Main communication is social media, DF website and VC receives a lot of calls. Website and Social Media. This season is word of mouth, majority comes from the Valley and repeat customers.
- Commissioner Fleischer – Considered getting involved with local businesses? i.e. bring in stamped ticket for discount to local businesses. Will consider, did a promotion with KAFF radio with T-Mobile. They are open to the idea.

## B. Flagstaff Nordic Village Update – Evan Reimondo, Manager

Mr. Evan Reimondo presented with a PowerPoint. They offer cross country skiing, snowshoeing and fat biking. Yurt and Cabin Rentals, Weddings and Events. Down 36% compared to February of last year.

### Questions/Comments:

- Pappas – are you open now and plan to be open until? Yes, open now Thursday-Sunday, open dependent on snow.
- Ward – You have lot of shade there, would snow making be available. Their challenge is water availability. What about wood burning hot tubs, looking at wood burning saunas. The hot tub is a great idea.
- O'Donnell – do you have the ability to host large events? Yes, with agreement with FS can host about 400 people, not impossible for more.
- Lamont – Received an email from a company in Phoenix, who delivers hot tubs.

## G. REPORTS

### A. Attractions Report - Heather Craig, Lowell Observatory

Heather Craig gave her February Attractions report. She added additional years, 2018, 2019, 2020, and 2021 on her Visitation Totals. Virtual events are still being held by Lowell Observatory, The Arboretum at Flagstaff, and the Museum of Northern Arizona.

Met with Scott Pace, North Pole Experience and will receive numbers from him for the next report.

### Questions/Comments:

- Madeksza complimented Heather's effort on her reports. Thanked Heather for her time.
- Fleischer – echoed Chairs sentiment. Do we have Snow Park and Nordic Center? No, Heather will speak to them about getting their visitation information.

### B. Director & Staff

Staff gave monthly reports for January 2021 for Administration, Marketing & Creative Services, Social Media, Public Relations, Sales and Visitor Services. Director Hansen added the Airport Enplanements slide to let everyone know to fill seats for the airlines.

### Questions/Comments:

- Finch – Asked about GoArizona information that is available at the Airport and other areas. Lori will investigate this further.
- Fleischer – at least 1/3 of the community offer local brewed beers and speaking to those proprietors and suggested why can't we list those businesses for beer week.
- Hansen – when visitors call for information does the staff send out a Visitor Guide? Yes, if they are planning.
- Fleisher – Commented to come visit the Visitor Center, and noted the staff is very welcoming and engaging. How many paid staff? There are three full time staff, four part-time and one volunteer.
- Fleisher – rodeo in Tucson this weekend could be an impact? Jessica will make a note, Arizona Snowbowl is greatly impacted.

### C. Chair

Thank you, Team and positioning Flagstaff. Format of meetings, presentation in advance are great, and save questions for meetings. ParkFlag is resuming operations on March 1<sup>st</sup>.

#### H. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS

##### A. Agenda Items

- Park Flag Update – Director Ward asked for an update and will send out the update via email.
- Festivals Update

B. Next meeting date: March 23, 2021 at 1:00 p.m.

#### I. ADJOURNMENT

The meeting adjourned at 2:59 p.m. via a unanimous vote.